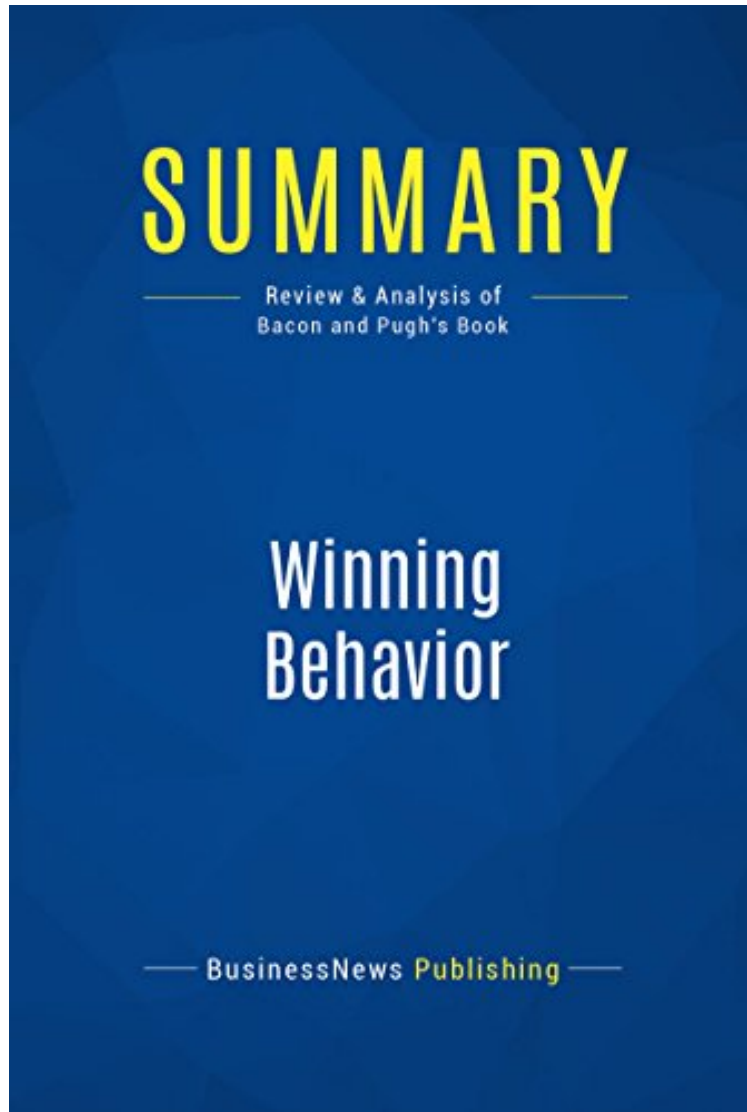


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The must-read summary of Terry Bacon and David Pugh's book: "Winning Behavior: What the Smartest, Most

Successful Companies Do Differently". This complete summary of the ideas from Terry Bacon and David Pugh's book "Winning Behavior" shows that winning companies treat their customers better than anyone else. In this way, they earn what can be termed as "behavioural differentiation". In their book, the authors explain that behavioural differentiation has now become the foundation for a sustainable competitive advantage, with the new imperative in business being to organise your firm to consistently out-behave your rivals. This summary will teach you how to improve your leadership, culture, processes, reward systems and infrastructure in order to deliver exceptional behaviour every time. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "Winning Behavior" and discover the key to out-behaving your rivals.